



Central Atlanta Progress  
Atlanta Downtown Improvement District  
Downtown Transportation Management Association

## Downtown Marketing Roundtable

Created by Central Atlanta Progress to cross-promote Downtown projects and interests, the Downtown Marketing Roundtable brings together marketing professionals with a vested interest in Downtown Atlanta. The agenda for each meeting includes updates on Downtown from the marketing team of Central Atlanta Progress, followed by guest speakers, and introductions and updates from all attendees.

Participants represent the full-spectrum of Downtown stakeholders, from Fortune 500 companies to owner-operated businesses, from education to hospitality, from broadcast news to independent artistic theaters.

The Downtown Marketing Roundtable meets the first Wednesday of every month at 9 a.m.

The location, though always Downtown, varies monthly to enable participants to see the exciting developments of Downtown and to give volunteer hosts an opportunity to showcase their venue. The host often concludes the meeting with a VIP tour of their establishment.

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## SunTrust Lunch on Broad

The Sixth Annual SunTrust Lunch on Broad drew to a close on September 28. This free summer lunchtime series brought the feel of overseas leisure to Downtown Atlanta, with all the romance of Europe and the tastes and smells of international gourmet foods right in the middle of our city.

Since May, thousands of people have gathered every Friday from noon until 1:30 p.m. to meet friends, eat great food, listen to live music, and enjoy the outdoors. Tables, chairs, and a music stage

replaced the cars in Downtown Atlanta's Fairlie-Poplar District, between Walton and Luckie Streets.

The 2007 Lunch on Broad was presented by SunTrust with additional support from KISS 104.1 FM. The event was produced by Central Atlanta Progress, Inc. and the Atlanta Downtown Development District.

SunTrust Lunch on Broad will return in May of 2008.



## Downtown Atlanta Restaurant Week—It's a Hit

Also in its 6th year as an Atlanta tradition, Downtown Atlanta Restaurant Week 2007 was met with rave reviews. The event, presented by Bank of America, continues to be the perfect chance to try new restaurants in Downtown or simply to visit an old favorite.

During this year's event, which ran August 13-19, establishments offered a three-course menu for the special price of just

\$25 per person. Some of Downtown's newest and hottest spots were favorites with diners. While guests were seated or lounging at the bar of each restaurant, they were able to enjoy this year's delightful signature cocktail, The Bacardi Peach Mojito Martini.

This event is so successful that it has influenced the creation of various other restaurant weeks all over town!



## Atlanta Downtown Design Excellence Award

With many new and renovated businesses in Downtown over the last 12 months, we expect an exciting pool of applicants for the Second Annual Atlanta Downtown Design Excellence Award. The ADDEA recognizes innovative and unique architecture and design in Downtown Atlanta.

Central Atlanta Progress has partnered with *Atlanta Magazine* to bring more awareness to the event and its applicants through a pull-out section in an upcoming issue. Awards will be given in two categories: **Interior Spaces**, recognizing excellence in space functionality, interior design, building innovation, and preservation of historic character; and **Exterior Awards**, recognizing the visual appeal of the structure's façade and the building's relationship with its surroundings.

Judges will select their favorite designs in each category, and the public will then vote through the ADDEA's website for their top design choice. Winners will be announced at Downtown Development Day on November 28, 2007.



Central Atlanta Progress  
Atlanta Downtown Improvement District

Fall 2007

# WHAT'S UP DOWNTOWN

## Downtown Crime Lowest in City

The Downtown crime rate continues to decrease, making it one of the safest areas in the city.

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## Downtown Parking Guide

A new web-based parking guide makes parking Downtown a breeze.

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## Ivan Allen, Jr. Boulevard

A magnet for redevelopment and a fitting tribute to former mayor.

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## A message from our President:

Welcome to our fall newsletter where you'll find out what's up Downtown. If you're a CAP member, you may already know about some of the exciting developments in this issue. If you're not a member, but all the exciting things that are underway Downtown are important to you, then we'd welcome your support.

So what's inside? Let's start with crime, or actually the lack of it, Downtown. Our most recent crime report, issued in conjunction with the Atlanta Police Department, offers positive numbers.

On the transportation front, our Transportation Management Association is connecting Downtown employees with alternative transportation options. Watch for our new information kiosks that will rotate among Downtown buildings, and find out how you can help alleviate congestion with sensible alternatives to one person, one car travel.

There are a number of ways to get connected to Downtown, but only one pays you for the effort. The Downtown Connects Card is absolutely free, and it provides access to discounts from more than 100 Downtown merchants.

Planning to head Downtown? Save time by checking out our on-line parking guide first. It's simple ... just point, click, and park. Our interactive web site makes finding parking a snap.

That's just a taste of what's inside, and there's plenty more... Enjoy the read and share our Downtown information with someone you know. There's a big story here with lots of new chapters, every day.

**Save the Date:**  
The 2008 CAP/ADID Annual Meeting is Wednesday, March 26.

Join us for an update on how we're working to make Downtown Atlanta the ideal location to live, work, and play.

...  
Thomas Murphy Ballroom  
...  
Georgia World Congress Center



## Combined CAP and ADID Efforts Result in Lower Crime in Downtown Atlanta

While Atlanta's overall crime rate inches upward, Downtown crime is decreasing, according to A.J. Robinson, President of Central Atlanta Progress, Inc. (CAP) and the Atlanta Downtown Improvement District (ADID).

"We're the only community in Atlanta that is confident enough to report our crime data every six months," said Robinson. Released to the public by CAP and the Atlanta Police Department (APD), the twice-yearly reports are intended to dispel rumors and misperceptions about Downtown crime. "We believe that there are many reasons to be excited about Downtown, and the decreased crime level is a good example. Unfortunately, people often equate crime in Atlanta to crime in Downtown, but that's just not the case; we have less crime Downtown."

The last two reports showed a three-point drop for Downtown when compared to the City's overall crime level. "For a couple of years, Downtown accounted for only 9% of the City's overall crime, and that's with a daily population of 200,000, almost half the size of the entire City. That was good news, but now the news is even better. Today, Downtown accounts for only 6% of the City's overall crime," said Robinson.

Auto larceny and larceny from automobiles have historically been Downtown's crime categories, but these events have sharply decreased. Robinson explains, "The past six months have seen a 61% drop in our major crime. If it weren't for larcenies, which account for 70% of Downtown's overall crime, there wouldn't be much criminal activity here at all."

Robinson credits the drop in crime to a combination of efforts: the Ambassador Force®, increased surveillance, and off-duty police. "Our Ambassador Force is linked with our law enforcement partners, and we now have 14 surveillance cameras throughout Downtown that are monitored by APD. We've hired off-duty police to provide quick response to the cameras, and we are in the process of moving toward providing more cameras through private investment in the business community," he explains.

### ILE: Interagency Cooperation and Communication

Downtown Atlanta has more certified police and private security personnel than any other area in Atlanta, and they all work together. Each month, the Interagency Law Enforcement Partnership, comprised of public and private officials, meets to plan safety strategy for upcoming events, traffic issues, crime incidents, and trends that may impact Downtown.

According to Dave Wardell, CAP Vice President of Operations and Public Safety, 3,000 private security personnel and upwards of 400 certified police officers keep an eye out for visitors, tourists, residents, and employees in Downtown.

### Ambassadors: Public Safety and Hospitality

The Ambassador Force patrols the 220-block Downtown neighborhood seven days a week: Monday through Friday, 7:30 a.m. to midnight; Saturday, 8:00 a.m. to midnight; Sunday, 10:00 a.m. to 10:00 p.m.

Patrol hours are adjusted to support large special events, especially events that generate increased sidewalk activity. Ambassadors are always in contact with the Atlanta Police Department and provide emergency response assistance for building evacuations, fire drills, crowd control, and public safety.

### Cameras Extend Safety Focus

Fourteen newly installed surveillance cameras in strategic locations ensure that a close eye is kept on Downtown. According to Robinson there is a added bonus to having this surveillance: "It's a sure bet that anyone who might be thinking about committing a crime had better think again, because they are being watched."

The cameras, funded by the Atlanta Downtown Improvement District, are linked directly to the Atlanta Police Department's new mini-precinct in AmericasMart. Multi-screen images of Downtown's pedestrian corridors are monitored 24/7 by APD personnel. The Ambassador Force provides backup assistance to the APD. The ADID also funds an off-duty direct-response officer to respond to any suspicious activity sighted on camera.

### Combined Efforts Paying Off

It is clear that the combined efforts of the Ambassador Force, surveillance cameras, and private sector security are having a positive impact on crime in Downtown. As Robinson points out, "It's simple numbers. The new crime data tells us that all of the attention to public safety is working. We just might be the safest community in Atlanta, and we have the numbers and the coordination to back it up."



## CENTER FOR CIVIL & HUMAN RIGHTS PARTNERSHIP

The Center for Civil and Human Rights (CCHR) is coming to Downtown Atlanta! Designed to commemorate not only Atlanta's, but also Georgia's contribution to the ongoing struggles for civil and human rights, The Center will honor those who contributed to the historic struggle of African American freedom and equality. It will also serve as a place for ongoing dialogue, study, and efforts to end freedom struggles around the world.

Turner Broadcasting System, Inc. donated \$1 million dollars to fund pre-development activities related to building the Center, which includes hiring initial staff and consultants, funding the work of the Content Council in developing a content plan, and fundraising to support construction and operation of the Center. This gift demonstrates Turner Broadcasting System, Inc.'s commitment to the CCHR and to Atlanta.

The Center recently launched a new website that will provide information about construction of the Center, and will include a public forum for discussing the design process. In addition to chronicling the development efforts, [www.cchrpartnership.org](http://www.cchrpartnership.org) is also a gateway to understanding civil and human rights issues.

## GSU Dormitory Expansion

Georgia State University has expanded its dorm space with the new University Commons complex at the corner of Piedmont and John Wesley Dobbs Avenues. The University Commons consists of four buildings, ranging from eight to fifteen stories, with 1,984 beds, 17,982 square feet of retail space, and 786 parking spaces. This means great things for Downtown. Each day during the school year, almost 2,000 students will walk throughout Downtown's neighborhoods to get to campus. We anticipate this outpouring of students to encourage street-level restaurants and retail along this corridor.

# h o l i d a y EVENTS

## Great Ways to Spend Your Holidays Downtown

**A Holiday Recipe for Murder**  
*Agatha's - A Taste of Mystery Theater*  
November 8, 2007 - January 16, 2008

**Holidays in Lights & Ice Skating Rink**  
*Centennial Olympic Park*  
November 10, 2007 - January 6, 2008

**Children's Healthcare of Atlanta Christmas Parade**  
*Downtown Atlanta*  
December 1, 2007

**Gala Holiday Family Concert**  
*Georgia State University School of Music*  
*Rialto Center for the Arts*  
December 1-2, 2007

**Atlanta Ballet's Nutcracker**  
*Fox Theatre*  
December 1-29, 2007

**Turner First Thursdays Artswalk**  
December 5, 2007

**It's A Wonderful Life: A Live Radio Play**  
*Theatrical Outfit*  
December 7-23, 2007

**A Christmas Carol**  
*The New American Shakespeare Tavern*  
December 7-23, 2007

**Captain Planet's X-mas Party to Save the Planet**  
*The Tabernacle*  
December 14, 2007

**Chick-fil-A Bowl**  
*Georgia Dome*  
December 31, 2007

**Peach Drop**  
*Underground Atlanta*  
December 31, 2007



A view looking east from Williams Street...



## Ivan Allen, Jr. Boulevard: A Magnet for Redevelopment

In 1999, when CAP/ADID first invested in engineering services to design an enhanced roadway connection between the Georgia World Congress Center and the hotel district on the east side of Downtown, it was hard to envision the Ivan Allen, Jr. Boulevard that we see today.

Known for years as the Jones-Simpson-Alexander corridor – due to the plans to unite and expand the rights-of-way along Jones Avenue, Simpson Street and Alexander Street – the project’s goal was to create a safe and attractive continuous two-way direct pedestrian and vehicular connection between Northside Drive and Peachtree Street.

Due to a successful collaboration of CAP/ADID, the City of Atlanta, the Georgia Department of Transportation, and the Georgia Regional Transportation Authority, the Downtown community can fast forward to 2007 with Phase I complete and Phase II ready to begin construction. During this process, Downtown gained more than just a critical \$20 million infrastructure improvement, it also gained a magnet for private redevelopment investment and a fitting tribute to former City of Atlanta Mayor, Ivan Allen, Jr.

### Phase I

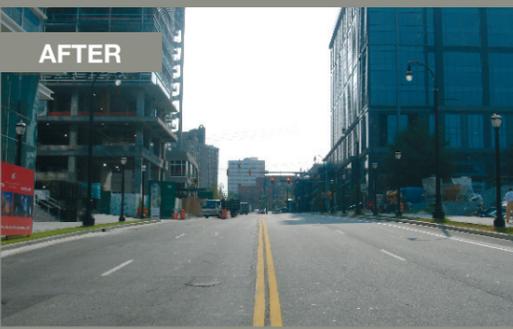
The vacant lots, parking lots, and underutilized, antiquated low-density buildings surrounding the proposed new right-of-way provided plenty of opportunity to build an active, 24-hour, mixed use neighborhood.

Ivan Allen, Jr. Boulevard is the new address for a whopping \$468 million worth of new residential, office and retail development that is complete or under construction. It is also a key route to the growing attraction district surrounding Centennial Olympic Park, which includes the Georgia Aquarium, the new World of Coca-Cola, and Imagine It! The Children’s Museum of Atlanta.

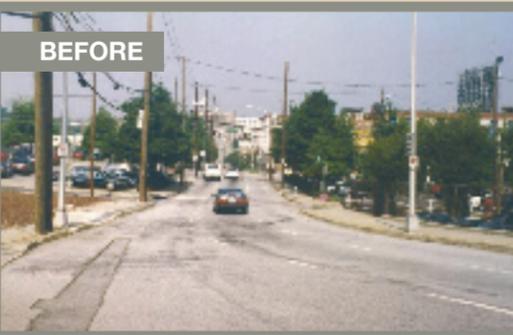
And there is more to come: an additional \$855 million worth of redevelopment investment is on the drawing boards, which will include the Center for Civil and Human Rights and 1,000 more apartments and condominiums.

### Phase II

The second phase of construction of Ivan Allen, Jr. Boulevard extends from Luckie Street to Northside Drive. Phase II includes a roadway section identical to Phase I, a new, expanded bridge over the railroad, and improved access between the exhibition buildings and marshalling yards at the Georgia World Congress Center. The Georgia Department of Transportation and their contractors have begun work and are expected to complete the project in late 2009.



A view looking west from Williams Street...



## Taking a Stand

The TMA is excited to share its newest outreach effort: kiosks! The Downtown TMA kiosks are 6-foot, tri-panel structures that hold posters, brochures, and other information on Commuter Rewards and transportation options throughout Downtown. There are a total of four kiosks which will rotate for six-month periods among Downtown buildings. So far, 3 kiosks have been placed within office buildings Downtown: SunTrust Plaza Garden Offices, The Inforum, and 260 Peachtree Street.

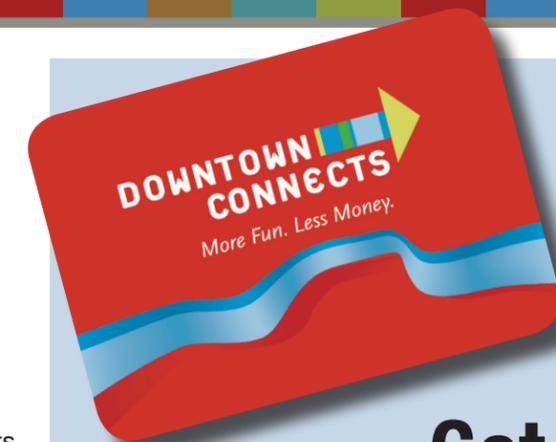
The kiosks are intended to keep tenants and Downtown employees aware of programs offered to commuters and businesses in Atlanta, and specific incentives for Downtown employees. They provide an easily accessible information portal for people on the go, and make an attractive addition to any lobby or common area.

**If you are interested in hosting a TMA kiosk in your building, please contact the Downtown TMA, 404-658-1877, for more information.**

## The Atlanta Downtown Improvement District Expands

In late June, the Atlanta Downtown Improvement District expanded to include the newly formed Railroad District in the center of Downtown. The twenty block area has pedestrian scale buildings similar to the Fairlie-Poplar district, and is currently undergoing transformation with new residential and commercial/retail growth.

The Ambassador Force patrols this area, and the Force’s Clean Team has already made a positive impact on the newly annexed area.



## Get Connected!

The **Downtown Connects Card** enables you to enjoy the best Downtown has to offer at a discounted price! Whether you’re a Downtown resident, an out-of-state visitor, or simply traveling in from the suburbs, the Downtown Connects card allows you to enjoy the excitement of Downtown without paying a lot of money.

The free program provides over 100 special offers and discounts at Downtown attractions, restaurants, hotels, stores, and museums.

### Card Features

- Free of charge to both cardholders and merchants.
- Available to a wide audience, including Downtown workers, students, residents, and tourists.
- Entitles cardholders to discounts at Downtown businesses including attractions, restaurants, hotels, retail stores, and service providers.
- The Downtown Connects card is the only such promotion targeted specifically at the Downtown Atlanta area.

The card is available for download at [www.downtownconnectscard.com](http://www.downtownconnectscard.com), or it can be picked up from the following distribution sites:

- Ambassador Force Information Booth
- ACVB Visitor Centers
- Participating Venues
- Atlanta Hotels



## Keeping You Informed



Downtown Atlanta is experiencing a continued period of growth, and we're excited to be your source for Downtown information! In order to keep you informed of all of the new developments, restaurants, and events, Central Atlanta Progress has a variety of e-newsletters to keep you in-the-know.

Newest in our newsletter line-up is the **Downtown Navigator**. We understand that, with a thriving and ever expanding city like Atlanta, growing pains tend to be a reality. Despite traffic and occasional road closings, we can still get you Downtown as easily as possible. We will update you on construction, possible delays, and shortcuts so that you have all of the information you need to navigate Downtown with ease.

The Downtown Navigator is only one of the helpful newsletters available for delivery to your inbox. Other titles include:

**Downtown Connects:** Stay up-to-date on new discounts as soon as they are added to your Downtown Connects Card.

**Downtown Works:** Your monthly source for economic development trends and activities in Downtown Atlanta.

**Downtown Live:** A bulletin highlighting the great events going on each month in Downtown Atlanta.

**Downtown Connector:** Sign up for the Downtown Transportation Management Association (TMA) monthly e-newsletter for employers, commuters, and residents, and stay informed on new incentives, commuter options, and general transportation information for Downtown Atlanta. To sign up, visit [www.atlantadowntown.com/newslettersignup.asp](http://www.atlantadowntown.com/newslettersignup.asp)



## Online Downtown Parking Guide

Downtown has once again put itself on the map! As a product of the Downtown Parking Demand Management Action Plan, Central Atlanta Progress, the Atlanta Downtown Improvement District, and the Downtown Transportation Management Association have developed a comprehensive Parking Guide to help you get around Downtown. This web-based tool serves as a valuable resource for all Downtown parking information.

The Guide consists of a web-based, interactive parking map of all paid (public) parking locations Downtown, including bicycle parking. The map offers details on more than 195 facilities that collectively contain more than 65,000 parking spaces. Users can scroll to find their destination, or simply choose from the many attractions listed, and the system will indicate the appropriate parking facility on the map. By clicking on the **P** symbols, viewers are able to view the address, operator, and access points of each parking facility. A picture is included to identify the location. Payment characteristics, rates, and other information are also available for each location.

The Downtown Parking Guide was created to help Downtown residents, employees, and visitors find and communicate available parking locations. The interactive, web-based tool promotes parking accessibility with the goal of reducing congestion in and around Downtown. The Guide also aims to foster a "park once" philosophy, encouraging visitors, residents, and employees to park in a central location and then walk.

Supplementary information, such as current parking news, transit options, general updates, and information about other transportation options (carpooling, vanpooling, biking and more) will soon be available through the Downtown Parking Guide and at [www.atlantadowntown.com](http://www.atlantadowntown.com).

Updates to the Guide occur on a regular basis, in fact, the first set of updates are already in development. Should you find any information to be inaccurate, or need further information, please contact the Downtown TMA, 404-658-1877 or [parking@centralatlantaprogress.org](mailto:parking@centralatlantaprogress.org).

## New Traffic Signals on Peachtree

What does 1,000 people per hour crossing the street look like? Come by Peachtree Street near Five Points and see for yourself. At peak hours of the day, Wall, Walton and Poplar Streets see some of the highest pedestrian volumes in Downtown. This degree of foot traffic, coupled with an already busy vehicular corridor, led planners to look for ways to improve safety and to accommodate the large number of people in these areas.

New signals were installed at Walton and Poplar this summer to provide the safest crossing option for pedestrians. A third signal will follow at Wall Street after the re-opening of the Peachtree Street viaduct this fall.

The new lights feature pedestrian signals with countdown timers which let pedestrians know how many seconds they have to cross the street. As future projects are implemented and funds made available, additional pedestrian signals in Downtown will be upgraded to countdown timers.

## Did You Know...

Earlier this year, the two blocks of **Thurmond Street** between Baker Street and the railroad tracks near the Georgia Aquarium were renamed. In May, the Atlanta City Council approved the name change and the street is now continuously Baker Street.

The consistent name and signage will help visitors more easily locate destinations in the area.

## A Safer Baker Street Crossing



The vision of expanding Centennial Olympic Park to accommodate the Georgia Aquarium and a new World of Coca-Cola is now closer to reality thanks to the creation of a mid-block pedestrian crossing. The natural synergy between Pemberton Place and Centennial Olympic Park was previously interrupted by a 1,200 foot long, four-lane wide, high-speed Baker Street.

Area stakeholders, the City of Atlanta, and CAP/ADID initiated a collaborative approach to solving the problem: a new traffic and pedestrian signal. The light allows pedestrians to safely cross Baker Street. The planned installation of traffic and pedestrian signals at the intersection of Luckie and Baker Streets will continue to enhance pedestrian access to the attraction area. This latter signal improvement is expected to be complete by early 2008.

## Peachtree Street Viaduct Re-opening

Does July 2006 seem like yesterday? Not to the pedestrians and motorists who have been stymied by the closure of the Peachtree Street viaduct. Long in need of repair, the Georgia Department of Transportation began re-construction of the bridge between Marietta Street and Upper Alabama Street thirteen months ago. Construction activity has progressed on schedule, and Peachtree Street is on track to re-open to traffic in October. While the new roadway and sidewalks will look great, due to an investment of almost \$7.0 million, the true benefit – a sound bridge structure that can better accommodate heavy truck and bus traffic – is not visible.

Thank you to all Downtown stakeholders for your patience during construction. Now that we have weathered one long-term road closure, keep an eye out for more details regarding the next Downtown viaduct to be re-constructed. The Mitchell Street bridge between Spring Street and Walker Street is scheduled to begin construction following the re-opening of Peachtree Street. Closure notices and detour routes will be publicized well in advance of the project.

The railroad tracks that traverse Downtown from east to west were first bridged at present-day Peachtree Street in 1901 for a cost of \$76,000. At that time, the tracks had become a nuisance. As trains pulled into the train shed at Terminal Station, nearby pedestrians and coaches were covered with cinders and soot, and freight cars blocked traffic. The point at which the tracks crossed the street was also the site of frequent accidents and the occasional death. The new bridge was a welcome improvement and served to connect the northern and southern portions of Downtown's 'Main Street.'